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Automotive News®

November 5, 1990

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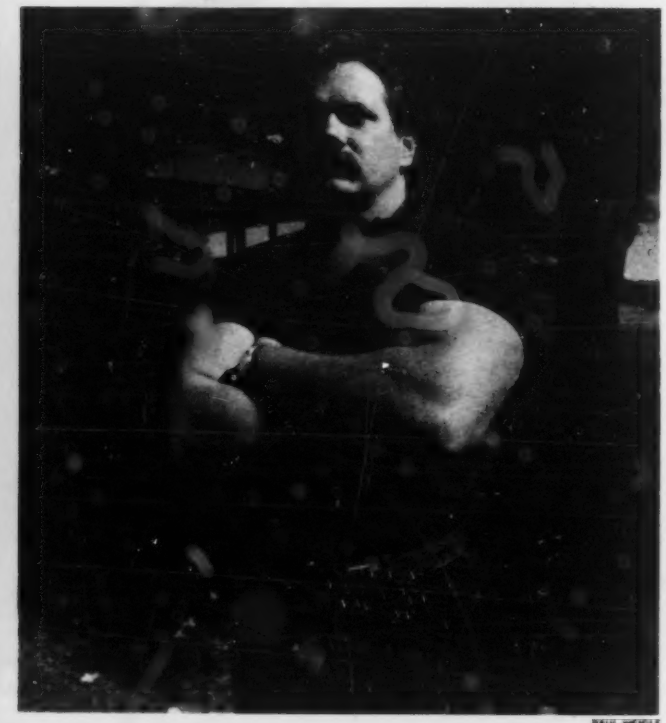


PAUL WEIGLE

"The problem is that we need jobs down here, and Saturn won't hire us," says Jim Lawrence. "GM should've hired at least half or a fourth of the people from right here."

Write-off drags GM into red; Ford and Chrysler stagger

By Charles M. Thomas and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

General Motors took a giant but painful step to reduce costs by taking a $2.1 billion charge against third-quarter earnings en route to the heftiest one-quarter loss in industry history.

GM's dramatic report of a $2.0 billion loss includes write-offs for as many as nine plants.

The announcement far overshadowed the company's dismal $109 million operating profit for the quarter, which was announced after equally dismal news earlier in the week from its two domestic competitors.

Poling: Tough year ahead, Page 3

Ford Motor Co., showing weakness at home and abroad, saw its earnings drop 79 percent to $102 million.

The company lost about $38 million on worldwide automotive operations, but had net profit of $140.5 million from its Financial Services Group. And Chrysler, hurt by changeover production losses on its popular minivans, lost $214 million for the quarter. Its red ink was expected.

An industry upturn is unlikely until at least sometime next year.

GM's write-off was for the closing of four unused assembly plants and the potential closing of five other plants during the next three years.

GM's $2.0 billion loss, on sales of $30.8 billion compares with earnings of $517 million on sales of $28.8 billion in the third quarter of 1989.

Analysts weren't surprised by the size of the write-off. New GM Chairman Robert Stempel has said that he wants the automaker's factory utilization brought to 100 percent of capacity by 1992. And bringing the company's cost structure in line with its production volume was overdue.

see RESULTS, page 44

279,100 vehicles cut from Big 3 forecast

High inventories and a lack of dealer orders have prompted the Big 3 to cut their U.S. fourth-quarter production schedules by 279,100 cars and trucks, temporarily idling 28 Big 3 plants, and partially idling three others.

One month ago, the Big 3 had scheduled production of 2,305,000 vehicles in the fourth quarter. The new estimate is 2,025,900.

General Motors slashed 171,000 units from its schedule; Ford Motor Co. cut 66,000; and Chrysler Corp. reduced its schedule by 42,000.

See related tables on Page 44.

— Karen Detkowski

Friction in Spring Hill

Saturn socked for importing workers

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

COLUMBIA, Tenn. — The new television ads for Saturn Corp. conjure up images of Southern hospitality and down-home neighborliness around its mammoth new car plant in Spring Hill, Tenn.

But for the 3,300 new workers and their families who moved there to work, the reality has sometimes been different.

Crowds turn out for Saturn, Page 3

Ask Dietra Obard, the wife of a Saturn worker.

Since moving to the rural Saturn area last spring, Obard has encountered what she calls harassing behavior from the local police force. One officer reportedly warned her, "Ya'll aren't going to come down here and take my job away."

After six months of such incidents, she asked the newly formed local chapter of the National Association for the Advancement of Colored People for help. The group placed a call to police officials, and Obard says she's now waiting to see whether the problem is solved.

"We came down here because we wanted a change," the former Michigan native says of her family. "But it turned out a little different than I expected."

Other Saturn families have also felt a sting of resentment from local townsfolk who aren't entirely happy with Saturn.

"The review so far has been mixed," admits Anthony Kimbrough, editor of the *Columbia Herald* in nearby Columbia, Tenn., the town where most Saturn families have settled to date. "There's a real dissatisfaction that Saturn didn't hire local people."

In a special arrangement with the UAW in 1985, Saturn agreed to

see TENSION, page 26

Pricey dishes

Computer systems and satellite communications are becoming auto marketing mainstays, but rising costs are making some dealers see red. See Insight, which follows Page 24, for details.

ASIA IN THE '90s:

New products on way to U.S. as makers seek to grow without fueling fires of protectionism

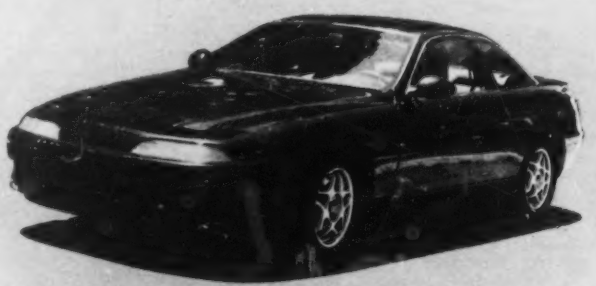
Last in a series on automakers' product plans for the 1990s.

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — European and American manufacturers wish they had the Asians' problems. Skyrocketing sales, an aura of quality and customer-satisfaction crowns have helped give Asian-badged vehicles nearly 25 percent of the U.S. car and truck market. And given their track record, that share could grow quickly.

The Asians' problem? How to manage and milk that success without angering the American public. Companies from Daihatsu to Toyota will probably stage careful

see ASIA, page 16



Lexus SC300, pictured, is expected to be powered by a 3.0-liter six-cylinder engine and bow in the United States some time next year. The front of this car is camouflaged and shows considerable nicks and scratches from testing. A V-8 version, called the Lexus SC400, will go on sale before the SC300.

Honda adds output jewel to sales crown

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Honda scored a double victory in the 1990 model year: Top-selling nameplate in the United States and top-volume assembly plant in the United States and Canada.

Neither of the individual titles is new for Honda, but winning both in a single year is unprecedented.

For the third year in a row, the Marysville, Ohio, plant of Honda of America Manufacturing Inc. produced more vehicles than any other assembly facility in the United States and Canada. It built 371,181 Civics and Accords.

Accord nailed down the sales crown Sept. 30 with a model-year total of 416,957. Accord was the top seller in the United States for the 1989 calendar year, but this was its first model-year win. Ford Escort led in sales for the 1989 model year. Accord sales included 149,411 imports as as well as

see TOP PLANTS, page 45

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bags?

. recalled 55,000 cars and will replace les on 3,000 of these vehicles in an effort otentially defective TRW air bags. Story

SATURN

Scorecard

First week results:
Dealers: 29
Cars delivered: 190
Deposits taken: 647

Crowds turn out for look at Saturns

Dealers crave more cars

Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

If its first week was any indication, Saturn Corp. has a feeding frenzy on its hands.

The first 29 Saturn car stores sold off their sparse inventories in a matter of days, leaving dealers hollering for more.

An *Automotive News* survey of the entire dealer network indicates that during the first week of operation, Saturn dealers delivered 190 cars and booked orders for 647 more. Dealers reported that customers were older than expected and owned a wide range of domestic, import and upscale vehicles.

The bad news: The company is sticking to a conservative production schedule that has left dealers without the line's sports coupe and short on cars with automatic transmission and just about everything else.

The newly opened stores — a couple of them showing signs of incomplete construction — have been swamped with customers since sales began Oct.25. Some dealers have counted 100 to 300 people in their stores at one time, while others talk of closing their doors at 11 p.m. with customers still arriving.

"I've been in the car business a long time, and I can't remember ever seeing a reaction like this," said Ed Chavez, general manager of Saturn of Reno, Nev. "It's a mixture of curiosity, anticipation, patriotism . . . over seeing an American company put out a good product. It's refreshing."

Dealers on the West Coast and in Florida and the Southeast signed up more than three buyers for every car that left the showroom. Most stores ended the week hanging on to as many units as possible, for fear of not getting replacements soon enough.

Saturn plans to withhold official sales figures until later this year, but the 190 sales and 647 orders reported to *Automotive News* mean the first 29 dealers are outselling current factory production by nearly a 3-to-1 margin. Saturn's new Spring Hill, Tenn., plant is expected to reach an output level of about 300 cars a week this month.

Saturn public relations Vice President Bruce MacDonald said that coupes would not be available in the market in "any large volume

see SATURN, page 47

Poling: Rocky road ahead for industry

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Next year is going to be tough for automakers, according to Ford Motor Co. Chairman Harold "Red" Poling.

Federal deficit reduction measures — including new taxes on gasoline, luxury cars and gas guzzlers — plus a recession that is likely to begin in December and last until next summer will hurt the auto industry, Poling said in an interview with *Automotive News*.

In addition, Poling said corporate earnings at all automakers will be squeezed by the increase in Medicare taxes and increased premiums on the pension benefit guarantee paid to the federal Pension Benefit Guaranty Corp.

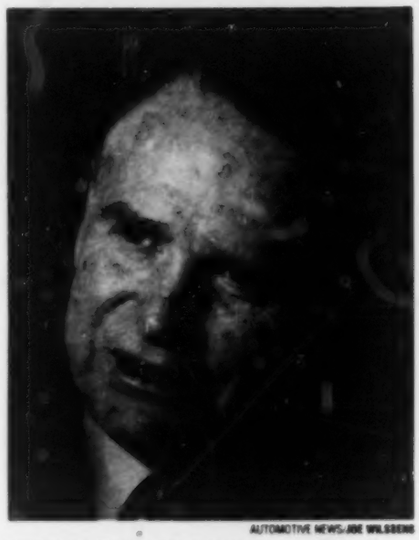
Ford reported third quarter earnings of $102 million, down 78.6 percent from $477 million earned in the third quarter of 1989. Ford's worldwide automotive operations showed its first loss in nearly eight years with a $64.5 million pre-tax loss. Ford's overseas automotive operations lost $89 million in the third quarter, while North American automotive operations earned $50 million because of an extended depreciation schedule on machinery and equipment.

The Ford chief expects the automaker to improve its profit performance in Europe sometime in 1991, when product development expenditures are expected to be lower. North American automotive profits are not expected to improve until the U.S. economy improves, Poling said.

He expects Ford to report higher truck market share but lower car market share for the 1990 calendar year. Poling expects Ford to grab more than 29.5 percent of truck sales and more than 21 percent of car sales in 1990. Ford had a 28.76 percent share of the truck market and a 22.4 percent share of the car market in 1989.

Industry sales should come in at 9.3 million cars and 5 million trucks in the 1990 calendar year, Poling said.

He declined to forecast the size of the 1991 market or Ford's share.



AUTOMOTIVE NEWS/JOE WILSEDINE

Ford's appetite for other automakers is satisfied for now, Chairman Harold "Red" Poling says.

Poling said Ford may acquire an additional financial services company but will not be shopping for another automaker in the near future. It will continue to look at joint ventures with other manufacturers.

Poling said that in the automotive business, Ford will focus on what it already owns. "But there remains a possibility of additional associations ," said Poling.

He said Ford must assimilate what it already has acquired. Last year the automaker purchased Jaguar.

Ford's auto business will face new, tougher federal regulations in the future, which also could reduce earnings. Poling said industry expenditures to meet the new clean air bill will be "measured in the billions (of dollars) as opposed to hundreds of millions."

GM to equip trucks, vans with new engines, safety items in next five years

By Joseph Bohn
TRUCK EDITOR

TROY, Mich. — Over the next five years, General Motors' light-duty trucks will get air bags, four-wheel anti-lock brake systems and engine and transmission changes.

According to Ralph Tredway, director of light-duty vehicles, Engineering Operation, GM Truck & Bus Group, GM will:

- Introduce a new style of center port injection in the 4.3-liter V-6 for the 1992 model year.
- Introduce new 6.5-liter diesel and turbodiesel engines in the 1992 model year.
- Introduce electronic controls on an under-8,500-pound gross vehicle weight automatic transmission and a new heavy-duty manual for over-8,500-pound gvw models next year.
- Introduce four-wheel ABS on most models by the 1994 model year.
- Introduce air bags in trucks in the 1994 or 1995 model year. Front-wheel-drive minivans will get them sooner.

GM has no firm plans to introduce multi-port injection in its V-8 truck engines, though that is being discussed by the Truck & Bus and Engine divisions, Tredway said.

He thinks multi-port injection will be adopted because fuel mixture requirements, driven by pollution standards, "just keep getting finer and finer."

Tredway

Meanwhile, GM is looking at more economical ways to do multi-point injection.

It will introduce a new centrally injected 4.3-liter V-6 in the 1992 model year. The 4.3 liter is GM's most widely used light-truck engine.

The new design uses a single throttle body injector with runners to distribute the fuel to each valve, as opposed to having injectors at each cylinder as in the multi-port design.

The engine will include a retuned intake manifold, or "ram air tuning," and alterations in the exhaust. It will generate 200 to 210 horsepower compared with 175 hp for the current version of the 4.3 liter, Tredway said.

GM has also been modifying the performance of its 6.2-liter diesel to compete with Ford Motor Co.'s 7.3-liter V-8 diesel and to meet stiffer diesel emissions standards in 1992.

The 6.2-liter engine will become a 6.5 liter for 1992 in both regular diesel and turbocharged diesel versions.

"We've been going through various versions of indirect and direct injection engines. At this point, we're still headed toward the

see GM TRUCKS, page 42

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Extension of Hahn's tenure scrambles succession picture

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — An apparently successful bid by Carl Hahn to remain at the helm of Volkswagen AG for another two years raises new questions about who will comprise the German auto industry's new generation of leaders.

Hahn

Hahn, who was to have stepped down next year at VW's mandatory retirement age of 65, will now stay until the end of 1993 if directors ratify the recent recommendation of a special committee that he be kept on. Ratification of the extension, set for the Nov. 15 board meeting, is a virtual certainty.

The extension would be a popular one. Hahn, who has guided VW for nine years, is highly regarded both in and out of the industry. His energetic commitment to help rebuild the economies of the former East bloc has drawn wide praise, and it is known that he wants more time to see the monumental task off to a good beginning.

By at least temporarily blocking the road to the top at VW, however, Hahn's extension deals an entirely new hand to a small group of industry executives jockeying for industry leadership.

The group includes Daniel Goeudevert, who only last year came to VW as management board member in charge of purchasing after eight years as chairman of Ford of Germany, and Helmut Werner, deputy chairman of Mercedes-Benz AG, the vehicles unit of Daimler-Benz AG, Germany's largest company.

Goeudevert

Werner

Goeudevert, 48, is widely regarded to be the leading candidate to succeed Hahn, with Werner presenting the only serious challenge.

Goeudevert, a Frenchman, is a good communicator who draws praise for his tenure at Ford. Werner is also adept at projecting himself and his ideas, and earns high marks as a manager.

Others mentioned as possibilities include Martin Posth, Ulrich Seiffert and Dieter Ullsperger, VW's management board members for personnel, product development and finance, respectively.

Ferdinand Piech, chairman of VW's Audi unit, is, by most appraisals, no longer a candidate.

Goeudevert is now expected to receive what would be a newly created post under a changed organizational structure at VW group — head of the Volkswagen division. That would further position him as heir-apparent to Hahn.

But not everyone is convinced that the former Ford executive has an unchallenged shot at the chair-

see EXECS, page 43

Duking it Out for Market Share

The dealer systems industry may be mature and the number of players down, but the scuffle for sales remains intense

By: Charles M. Thomas

Nearly every phase of a modern car dealership is computerized — from the accounting department, to electronic parts catalogs in the service department, to the exchange of information between the dealer and vehicle manufacturer.

Officials at computer services vendor The Reynolds & Reynolds Co., based in Dayton, Ohio, peg U.S. sales of multi-application in-house dealer computer systems industrywide at about $550 million annually.

Competitor ADP Dealer Services Inc. of Hoffman Estates, Ill., places the figure closer to $750 million annually, but includes systems for heavy-truck and farm-machinery dealers and other kinds of computer systems.

But officials of both companies concede that industry sales the past two years have been relatively flat, growing at only 2 to 3 percent annually.

That differs greatly from the early 1980s, when industry growth ran at 10 to 20 percent annually, driven by dealers who were buying a multitude of software applications.

A peak was hit two years ago, according to Gary Butler, president of ADP.

"I would say 1988 was the industry high, but it was also a peak year for car sales," Butler said. "That had a lot to do with dealers buying bigger, more powerful computers to automate their dealerships."

Key computer markets include in-house dealership management systems, image-based communications (parts catalogs), dealer-manufacturer communications, and finance and insurance systems.

"Sales have slid overall for the industry because there are fewer dealers," said Jack Proud, senior vice president of automotive systems for Reynolds & Reynolds. "But the cost of computer systems has come down, too."

Computer sales since August have been weaker than normal because car sales have slowed.

"Automobile sales obviously have a strong impact on dealer profitability, and that has declined," said Proud.

Butler concurs, saying the decision to buy a computer system is driven by automobile sales.

"A dealer is very reluctant to make a six- or seven-year investment in a new computing system if he's not sure of what will happen with car buying," said Butler. "For the next 18 months, car buying will be down, so computer buying will be about the same."

Because it is a mature industry, purchases of computer systems are made primarily to upgrade existing systems in dealerships.

"There are some new buyers because there are some new points, but it is very much a replacement industry," said Proud.

Continued consolidation of dealerships has spurred sales somewhat by creating the need for bigger and more powerful computer systems by megadealers.

And as dealer profit margins narrow, the need for more computer capabilities and better information has increased so that dealers can remain competitive.

The need for exchange of information between manufacturers and dealers is also driving the computer industry.

"This trend is accelerating, and with the advent of satellite communications between dealers and manufacturers, a tremendous amount of information will be available to dealers," said Proud.

Butler says many dealers who bought or leased computer systems at the beginning of the 1980s have depreciated them.

"It's at that point that dealers generally make a change. There are a large number of those kinds of decisions in the hopper," he said.

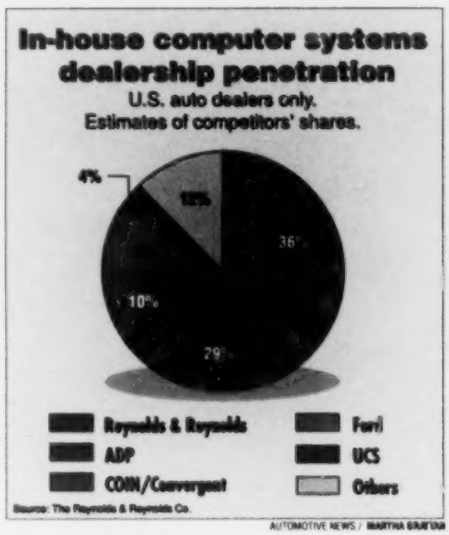
ADP and Reynolds & Reynolds are undisputed market computer-system leaders in overall dealer penetration and revenues. But Atlanta-based COIN Systems could be a contender.

COIN recently acquired Convergent Dealership Group, a division of Unisys Corp. Convergent specializes in turnkey systems for the entire automotive dealership, including front-end, accounting, parts and service, leasing and factory communications.

The purchase of Convergent puts COIN squarely in the No. 3 spot. It also gives COIN, which dominates the finance and insurance segment of the market, other products to sell the 9,000 dealers already buying its finance and insurance computer systems. As dealers upgrade or replace their computer systems, COIN will be a competitor.

Market shares become fairly fragmented in the next tier down. Ford Motor Co. and General Motors' Electronic Data Systems Corp. offer dealer computer systems.

EDS's entry into dealer software systems two years ago was late and rocky. Its Dealerline system suffered setbacks at the same time that its computer supplier, IBM Corp., introduced a new generation of products. Consequently, EDS retreated from the market and to date has not made a serious effort to sell computers to dealers.



Yet, the GM subsidiary has such a huge industry presence that few competitors have written it off entirely.

"I don't think you can ever dismiss something like EDS, and I have respect for them," said Butler. "They did have some false starts, but I don't doubt their commitment to being successful, and they are a player if they want to be."

Operating quietly from Houston is Universal Computer Systems Inc., a niche marketer specializing in computer systems for megadealers.

And there are a host of regional computer companies.

Reynolds & Reynolds has the biggest dealer penetration of in-house computer systems at 36 percent.

Although ADP, with a 29 percent share, does not dispute that, Butler said his competitor likes to position itself with only those statistics that favor itself. Butler said ADP has a bigger share of dealerships that deliver the most cars, and that when it comes to selling megadealers, most decisions are made between ADP and UCS.

But Reynolds & Reynolds contends that Butler is half right — that most of those decisions by dealers are made between itself and ADP.

The two giants do agree on one battlefront — laser-printing technology, which could replace the need for preprinted forms.

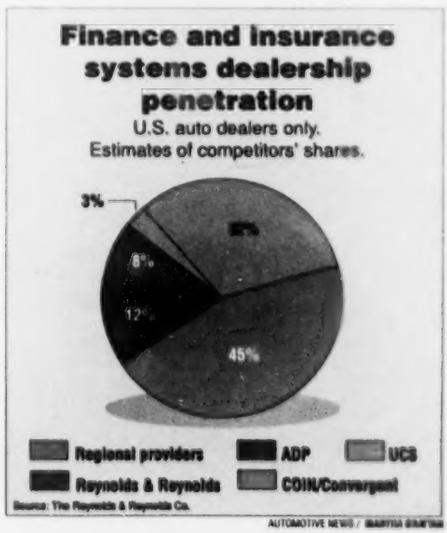
Dealers spend millions of dollars buying hundreds of thousands of forms, a market Reynolds & Reynolds has dominated for decades.

But laser printers, when linked to computers, could spell the demise of some preprinted forms.

According to Butler, laser printing can reduce a dealer's cost for preprinted forms by 20 percent.

Other hot issues are quality and the ability to use one printer for multiple forms.

It is believed laser printers could be the high-tech solution of the future for reducing dealer costs. □



RESULTS

FROM PAGE 1

"Stempel met with analysts in 1988 and said the company had to achieve 100 percent operating rate by 1992," said Wendy Beale Needham, analyst with New York-based Smith Barney Harris Upham & Co.

She said it was clear that GM had to either boost market share or bring manufacturing capacity down.

In his first quarter as chairman, Stempel has reduced manufacturing capacity.

But analysts want bolder actions.

"This was a necessary — and a difficult — action. ... They need to do more in terms of competitiveness," said Ann Knight, auto analyst for Paine Webber Inc.

Maryann Keller, analyst for Furman Selz Inc., sensed more urgency on the part of GM management. But she too, thinks the company needs to go further.

"They haven't done anything that would have meant really eating into costs," she said. "Did they announce they'll consolidate the GM10 cars into two plants instead of four? No. Did they shut one plant and put another one on three shifts? No. Did they consolidate anything else? No."

4 closed, 5 iffy

The four plants that had been idled previously and will now be officially closed are in Framingham, Mass.; Lakewood, Ga.; Leeds, Mo.; and Pontiac, Mich. The Pontiac plant built the Fiero.

Other plants that could be closed are the Pontiac West light-truck plant, the Scarborough, Ontario, van plant and the Lordstown, Ohio, car plant. Also on GM's list are a 2.0-liter engine plant in Pontiac and an AC Rochester Division component plant in Flint, Mich.

BIG 3 RESULTS

(in millions)

3rd Quarter

	1990 Sales	1990 Net income	1989 Sales	1989 Net income
Chrysler	6,496	– 214	7,607	331
Ford	22,987	102	20,242	477
General Motors	30,773	– 1,979	28,793	517
TOTAL	60,256	– 2,091	56,642	1,325

9 months

	1990 Sales	1990 Net income	1989 Sales	1989 Net income
Chrysler	22,973	37	27,169	1,023
Ford	73,459	1,379	72,001	3,521
General Motors	94,829	– 369	95,568	3,524
TOTAL	191,261	1,047	194,738	8,068

UPDATED FOURTH QUARTER PRODUCTION FORECAST

	Updated Nov. 1, 1990	As of Oct. 31, 1990	Change
GM	981,900	1,153,000	– 171,100
Car	680,100	771,000	– 90,900
Truck	301,800	382,000	– 80,200
Ford	729,000	795,000	– 66,000
Car	361,000	399,000	– 38,000
Truck	368,000	396,000	– 28,000
Chrysler	315,000	357,000	– 42,000
Car	196,000	218,000	– 22,000
Truck	119,000	139,000	– 20,000
Total Big 3	**2,025,900**	**2,305,000**	**– 279,100**
Car	**1,237,100**	**1,388,000**	**– 150,900**
Truck	**788,800**	**917,000**	**– 128,200**

PROJECTED FOURTH QUARTER DOWNTIME

Plant	Models	Weeks idled
GENERAL MOTORS		
Baltimore	Chevy Astro, GMC Safari	12/17*
Bowling Green, Ky.	Corvette	11/5
Detroit-Hamtramck, Mich.	Allante Only	11/5, 11/12, 11/19
Flint, Mich.	Blazer, Jimmy and Suburban	10/29, 11/5, 11/12, 11/19
Ft. Wayne, Ind.	Chevy and GMC light trucks	11/5, 11/12, 12/10*, 12/17*
Kansas City, Kansas	Grand Prix	11/5, 11/12, 12/17*
Linden, N.J.	Corsica, Beretta	11/5*, 11/12*, 12/17*
Lordstown, Ohio	Chevy and GMC full size vans	11/5, 11/12, 11/19, 11/26
Moraine, Ohio	Chevy S10 and GMC S15 trucks	11/5, 11/12*, 11/19*, 11/26*
Oklahoma City	Pontiac 6000, Ciera, Century	11/5, 11/12, 12/17*
Pontiac, Mich. (East)	Chevy and GMC full size pickups	11/5, 11/12
Scarborough, Ontario	Chevy and GMC full size vans	11/5, 11/12, 11/19, 12/4, 12/11
Ste. Therese, Quebec	Cutlass Ciera, Celebrity wagon	12/10, 12/17
Tarrytown, N.Y.	APV's	11/5, 11/12
Van Nuys, Calif.	Camaro, Firebird	11/5, 11/12
Wentzville, Mo.	Buick Electra, Olds Delta 88 and Pontiac Bonneville	11/5*, 11/12, 11/19, 11/26*
Willow Run, Mich.	Caprice	11/12
Wilmington, Del.	Corsica, Beretta	11/5, 11/12, 12/17
FORD		
Atlanta	Taurus, Sable	11/5
Chicago	Taurus, Sable	11/5
Kansas City, Mo.	Tempo, Topaz	11/5
Loraine, Ohio	Thunderbird, Cougar	11/5, 11/12
Norfolk, Va.	Light trucks	10/29, 11/5
Wayne, Mich.	Bronco, light trucks	11/5
CHRYSLER		
Bramalea, Ontario	Premier, Monaco	11/5*, 11/12*, 11/19*
Sterling Heights, Mich.	Sundance, Shadow	11/12*
St. Louis (No. 1)	LeBaron J, Daytona	10/29, 11/12*
Brampton, Ontario	Jeep Wrangler	11/19*, 11/26*
Dodge City	Dakota, conventional pickups	11/12*
Pillette Road, Windsor	Ram van, Ram wagon	11/19*, 11/26*
Toledo, Ohio	Cherokee, Comanche, Grand Wagoneer, Wagoneer	11/5*, 11/12*, 11/26*

*Unconfirmed

Analysts and Big 3 executives say the industry is in for more rough months.

David McCammon, treasurer of Ford, painted a bleak picture. He said the invasion of Kuwait, higher oil prices and sinking consumer confidence have hurt profits.

"Consumer confidence in the U.S. is the lowest it's been since 1982," he said. "We will probably have difficult times for a while."

Ford Chairman Harold Poling is predicting a recession beginning in the fourth quarter and continuing for six to nine months.

GM told stock analysts last week that dealers are ordering vehicles at snail's pace — even slower than they are selling cars.

"Dealers are being very conservative," said analyst Needham.

Said Jean Claude Gruet, analyst with UBS Securities Inc. in New York: "The rate of dealer orders has slowed, and so have fleet sales."

Ford profit dives

As a result, the car companies have cut production schedules in the fourth quarter, a strategy they used in the fourth quarter of 1989 to reduce high inventories.

Last week, Ford cut its planned fourth-quarter production by scheduling additional downtime. Ford would not say which plants or how many units would be affected. Ford had originally forecast building 372,000 cars and 373,000 trucks at its U.S. plants in the fourth quarter.

Hurt by economic uncertainties in Brazil and Argentina, Ford posted a meager $102 million profit in the third quarter, down from $477 million last year. U.S. automotive operations generated $50 million in earnings in the quarter, compared with a loss last year, but the 1990 third-quarter results included a $67 million gain from a change in depreciation schedules.

Ford had sales of $22.9 billion in the third quarter, up from $20.2 billion in the third quarter a year ago.

Strikes by Ford workers in Europe early this year also took a toll on profits. This is the first time since the fourth quarter of 1982 that Ford lost money on worldwide sales of its core business — cars and trucks.

McCammon said the dismal profit picture probably means no bonuses for executives or profit-sharing checks for employees for 1990.

Chrysler deep in red

Chrysler's $214 million loss compared with a $331 million profit in the third quarter of 1989. But the year-ago profit included a one-time gain of $309 million from the sale of 75 million shares of Mitsubishi Motors Corp. stock.

Chrysler's third-quarter sales dipped to $6.5 billion from $7.6 billion for the third quarter of 1989.

Another traditional hobgoblin dogging profits was high incentive costs.

Ford's McCammon said incentives averaged $1,000 per Ford vehicle during in the third quarter. Analysts pegged GM's incentive costs at $1,300 per vehicle and Chrysler's at $1,250.

Financial services and subsidiaries provided some brightness for automakers.

General Motors Acceptance Corp. and its subsidiaries reported net profits of $293 million, up from $235 million last year.

Electronic Data Systems also performed strongly. Profits were $128 million in the third quarter, up from $111 million in the third quarter of 1989. And GM Hughes Electronics Corp. reported third-quarter net income of $158 million, up from $148 million a year ago.

Subsidiaries help

Ford Motor Credit Co. had third-quarter profits of $159.3 million, up $37.1 million from the third quarter last year.

But the combined profits of Ford's Financial Services group dropped to $141 million from $189.8 million a year ago, partly because of an increase in the loss reserves at Ford's First Nationside Bank, a savings and loan.

The financial group includes Ford Credit; First Nationwide; U.S. Leasing International Corp.; and The Associates Corp. of North America, a finance company. McCammon said First Nationwide had to increase its loss reserve to offset declines in real estate values.

Chrysler Financial Corp. reported record earnings of $83 million in the third quarter, up from $76 million in the third quarter of 1989.

For the first nine months of 1989, Chrysler Corp. had profits of $37 million; GM posted a loss of $368.7 million; and and Ford Motor Co. had a profit of $1.4 billion.

Imports end 18-year absence from Brazil auto show

RIO DE JANEIRO, Brazil — Visitors to this year's Salao do Automovel, Brazil's biennial auto show held in Sao Paulo, will be able to feast their eyes on something not seen here in 16 years: imports.

Although names like Ferrari, Cadillac, Saab and Audi are taken for granted in most international auto shows, Brazilians have not seen them — or dozens of other badges — since 1974, when car imports were banned by presidential decree. Imports have not been shown at the show since 1972.

The ban was lifted in March by the new government of President Fernando Collor de Mello, who made headlines at the time by labeling Brazilian-produced cars "ox-carts."

The 11-day show, which began Thursday, is open only to companies that manufacture cars or trucks in Brazil. In addition to a handful of Brazilian companies, the group includes Volkswagen AG, General Motors, Ford Motor Co., Fiat S.p.A., AB Volvo, Saab-Scania AB, Mercedes-Benz AG and Toyota Motor Corp.

To the delight of showgoers, each is exhibiting a range of home-market cars in addition to their Brazil-produced models.

GM, for example, is showing the Chevrolet Lumina and Cadillac Fleetwood among the eight models it shipped in; Ford has the Argentine-built Escort Ghia and the Thunderbird and Aerostar van from the United States, among others; and Fiat, in addition to its namesake offerings, is displaying Ferraris and Alfa Romeos.

VW, Ford's partner in Autolatina, is exhibiting the supercharged Corrado and a concept car, the Futura. Volvo, which produces only trucks in Brazil, is showing its new 900 series.

Meanwhile, several importers excluded from the show by the "manufacturers-only" rule met last week to discuss the possibility of holding an "imports-only" show in December. Participants included representatives of BMW AG, Porsche AG and Lada do Brazil.

— Rik Turner

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1990 MODEL YEAR, CAR OUTPUT BY PLANT

UNITED STATES

CHRYSLER MOTORS

Belvidere, Ill.	**213,805**
Dynasty	112,833
New Yorker Salon	13,236
New Yorker Landau	28,345
Fifth Avenue	44,423
Imperial	14,968
Newark, Del.	**217,723**
Dodge Spirit	99,319
Plymouth Acclaim	110,330
Chrysler LeBaron Sedan	8,074
St. Louis (No. 1)	**109,005**
LeBaron J	65,220
Daytona	43,785
Sterling Heights, Mich.	**173,222**
Sundance	79,562
Shadow	93,660
Detroit	**33,130**
Horizon	16,397
Omni	16,733
CHRYSLER TOTAL	**746,885**

FORD MOTOR CO.

Atlanta	**212,858**
Taurus	164,929
Sable	47,929
Chicago	**223,892**
Taurus	168,072
Sable	55,820
Dearborn, Mich.	**128,189**
Mustang	128,189
Edison, N.J.	**105,115**
Escort	105,115
Kansas City, Mo.	**198,377**
Tempo	141,009
Topaz	57,368
Lorain, Ohio	**195,377**
Thunderbird	113,957
Cougar	81,420
Wayne, Mich.	**91,195**
Escort	91,195
Wixom, Mich.	**233,730**
Town Car	147,160
Mark VII	22,313
Continental	64,257
FORD TOTAL	**1,388,733**

GENERAL MOTORS

Arlington, Texas	**86,276**
Cadillac Brougham	33,741
Chevrolet Caprice	48,645
Oldsmobile Custom Cruiser	3,890
Bowling Green, Ky.	**23,646**
Chevrolet Corvette	23,646
Detroit-Hamtramck, Mich.	**96,068**
Cadillac Allante	3,101
Oldsmobile Toronado	15,022
Buick Riviera	22,526
Cadillac Eldorado	22,291
Cadillac Seville	33,128
Doraville, Ga.	**119,305**
Oldsmobile Cutlass Supreme	119,305
Flint, Mich. (Buick City)	**232,939**
Buick LeSabre (fwd)	163,381
Olds 88 Royale	69,558
Janesville, Wis.	**213,136**
Chevrolet Cavalier	213,136
Kansas City, Kan.	**128,073**
Pontiac Grand Prix	128,073
Lake Orion, Mich.	**238,984**
Cadillac DeVille	176,589
Olds 98	62,395
Lakewood, Ga.	**68,882**
Buick Estate Wagon	7,999
Chevrolet Caprice	60,883
Lansing, Mich. (A Plant)	**176,283**
Oldsmobile Cutlas Calais	90,715
Buick Skylark	85,568
Lansing, Mich. (B Plant)	**197,020**
Pontiac Grand Am	197,020
Lansing, Mich. Craft Centre	**8,515**
Buick Reatta	8,515
Linden, N.J.	**128,156**
Corsica/Beretta	128,156
Lordstown, Ohio	**241,747**
Chevrolet Cavalier	97,815
Pontiac Sunbird	143,932
Oklahoma City	**237,124**
Pontiac 6000	66,398
Buick Century	89,384
Oldsmobile Cutlass Ciera	81,342
Van Nuys, Calif.	**55,539**
Chevrolet Camaro	34,986
Pontiac Firebird	20,553
Wentzville, Mo.	**182,248**
Buick Electra	49,139
Olds Delta 88	47,265
Pontiac Bonneville	85,844
Willow Run, Mich.	**0**
Wilmington, Del.	**178,651**
Corsica/Beretta	178,651
TOTAL GENERAL MOTORS	**2,612,592**

DIAMOND-STAR MOTORS

Normal, Ill.	**162,775**
Mitsubishi Eclipse	71,526
Plymouth Laser	58,541
Eagle Talon	32,708

HONDA OF AMERICA MFG. INC.

Marysville, Ohio	**371,181**
Accord	273,612
Civic	97,659
East Liberty, Ohio	**29,621**
Civic	29,621
TOTAL HONDA	**400,802**

MAZDA MOTOR MFG. (USA) CORP.

Flat Rock, Mich.	**232,382**
Ford Probe	117,438
Mazda MX-6	74,166
Mazda 626	40,778

NEW UNTIED MOTOR MFG. INC.

Fremont, Calif.	**194,270**
Geo Prizm	99,690
Toyota Corolla FX	94,580

NISSAN MOTOR MFG. CORP. U.S.A.

Smyrna, Tenn.	**98,674**
Sentra	98,674

SUBARU-ISUZU AUTOMOTIVE INC.

Lafayette, Ind.	**11,849**
Subaru Legacy	11,849

TOYOTA MOTOR MFG. CO. U.S.A.

Georgetown, Ky.	**211,265**
Camry	211,265

CANADA

CHRYSLER MOTORS

Bramalea, Ontario	**22,231**
Premier	15,077
Monaco	7,154

FORD MOTOR CO.

Oakville, Ontario	**174,395**
Tempo	124,884
Topaz	49,511
St. Thomas, Ontario	**152,001**
Crown Victoria	74,606
Grand Marquis	77,395
TOTAL FORD	**326,396**

GENERAL MOTORS

Oshawa, Ontario	**335,562**
Lumina	248,064
Regal	87,498
Ste. Therese, Quebec	**112,874**
Cutlass Ciera	81,228
Celebrity	31,646
TOTAL GENERAL MOTORS	**448,436**

CAMI AUTOMOTIVE

Ingersoll, Ontario	**28,570**
Breakout by model not available	

HONDA OF CANADA MFG. INC.

Alliston, Ontario	**107,144**
Civic	107,144

HYUNDAI AUTO CANADA

Bromont, Quebec	**22,530**
Sonata	22,530

TOYOTA MOTOR MFG. CANADA INC.

Cambridge, Ontario	**50,849**
Corolla	50,849

VOLVO

Halifax, Nova Scotia	**8,271**
740 series	8,271

1990 MODEL YEAR, TRUCK OUTPUT BY PLANT

UNITED STATES

CHRYSLER MOTORS

Toledo, Ohio	**199,629**
Cherokee	175,079
Comanche	12,802
Grand Wagoneer	7,088
Wagoneer	4,660
Warren, Mich.	**168,855**
conventional pickups	91,695
Dakota	77,160
St. Louis (No. 2)	**225,391**
Caravan C/V	6,060
Caravan	111,800
Voyager minivans	103,916
Town & Country	3,615
TOTAL CHRYSLER	**593,875**

FORD MOTOR CO.

Kansas City, Mo.	**159,691**
F-Series light trucks	159,691
Kentucky Truck (Louisville)	**49,179**
medium, heavy & extra heavy	49,179
Lorain, Ohio	**190,350**
Econoline	165,902
Club Wagon	24,448
Louisville, Ky.	**228,512**
Ranger	171,012
Bronco II	57,500
Michigan Truck (Wayne)	**137,239**
Bronco	54,832
light trucks	82,407
Norfolk, Va.	**156,793**
light trucks	156,793
St. Louis	**196,951**
Aerostar minivans	196,951
St. Paul, Minn. (Twin Cities)	**173,925**
light trucks	57,907
Ranger	116,018
TOTAL FORD	**1,292,640**

GENERAL MOTORS

Baltimore	**170,055**
Chevrolet Astro	125,774
GMC Safari minivans	44,281
Detroit	**27,384**
special vehicle chasis	27,384
Flint, Mich.	**129,955**
Blazer	18,921
Jimmy	6,202
Suburban wagons	95,690
Chevy RV pickup	6,451
GMC RV pickup	2,691
Janesville, Wis.	**15,843**
Chevy medium-duty trucks	4,709
GMC medium-duty trucks	11,134
Lordstown, Ohio	**99,054**
Chevrolet vans	72,385
GMC vans	26,669
Moraine, Ohio	**76,431**
Chevrolet S-10	53,308
GMC S-15 trucks	15,351
S Postal	7,772
Pontiac, Mich.	**284,117**
Chevrolet light trucks	165,300
GMC light trucks	54,972
Chevrolet S-10 Blazer	28,724
GMC S-15 Jimmy	9,768
Chevrolet medium-duty	11,515
GMC medium-duty	15,838
Shreveport, La.	**63,135**
Chevrolet S-10 trucks	19,476
GMC S-15 trucks	5,814
Blazer	29,356
Jimmy	8,489
Tarrytown, N.Y.	**147,972**
Chevrolet Lumina	79,092
Oldsmobile Silhouette	28,109
Pontiac Trans Sport	40,771
Fort Wayne, Ind.	**233,673**
Chevrolet light trucks	176,058
GMC light trucks	57,615
TOTAL GENERAL MOTORS	**1,247,619**

NISSAN MOTOR MFG. CORP. U.S.A.

Smyrna, Tenn.	**127,084**
pick-up trucks	127,084

SUBARU-ISUZU AUTOMOTIVE INC.

Lafayette, Ind.	**17,400**
Isuzu pickup	17,400

CANADA

CHRYSLER MOTORS

Brampton, Ontario	**57,451**
Jeep Wrangler	57,451
Windsor, Ontario	**274,611**
Caravan	148,999
Voyager minivans	117,192
Mini Ram Van	8,420
Pillette Road, Windsor	**91,207**
Ram Van	66,755
Ram Wagon	24,452
TOTAL CHRYSLER	**423,269**

FORD MOTOR CO.

Ontario Truck (Oakville)	**140,670**
F-Series light trucks	140,670

GENERAL MOTORS

Oshawa, Ontario	**231,899**
Chevrolet pickups	165,809
GMC pickups	66,090
Scarborough, Ontario	**78,645**
full-sized Chevrolet vans	56,382
full-sized GMC vans	22,263
TOTAL GM	**310,544**

CAMI AUTOMOTIVE

Ingersoll, Ontario	**40,812**
Breakout by model not available	

TOP PLANTS

FROM PAGE 1

267,546 cars built at Marysville.

During the 1990 model year, sluggish sales and high inventories slowed output at many assembly plants as manufacturers whacked production to keep it in balance with sales.

U.S. and Canadian production totaled 11,269,861 cars and light trucks in the 1990 model year, 13.65 percent below the 13,050,930 built in the 1989 model-year.

In the January-March period alone, the Big 3 closed 38 plants to scale back output in attempts to adjust a 92-day supply of new cars reported on Jan. 1, 1990.

Second-highest output came from General Motors' Oshawa, Ontario, No. 1 plant, which cranked out 335,562 Chevrolet Lumina and Buick Regal models.

The third-largest producer in the 1990 model year was a truck plant — GM's Pontiac, Mich., factory — which built 284,154 Chevrolet and GMC S pickups, S sport-utilities and medium-duty trucks.

Chrysler Corp.'s top-volume plant — Windsor, Ontario — was fourth with production of 274,611 Caravan and Voyager minivans.

Ford Motor Co.'s top-volume plant was Wixom, Mich., which built 233,730 Lincoln Town Car, Mark VII and Continental models. The plant ranked 8th overall and 6th in car production.

Of the Big 3 plants, the lowest-volume producer was GM's Reatta Craft Centre in Lansing, Mich., which reported assembly of 8,515 cars. The plant closed in July for changeover to the 1991 model, which is scheduled for Job 1 on Nov. 21.

The lowest output reported in the model year was at Volvo Canada Ltd.'s plant in Halifax, Nova Scotia. The facility reported assembly of 8,271 cars for 1990.

The Big 3 producers opened no new assembly plants in the United States or Canada in the 1990 model year. Transplant and joint-venture companies added four plants. They are operated by Honda in East Liberty, Ohio; Subaru-Isuzu Automotive Inc. in Lafayette, Ind.; CAMI Automotive (GM-Suzuki) in Ingersoll, Ontario; and Hyundai Auto Canada Inc. in Bromont, Quebec.

The 13 transplant/joint-venture facilities consist of 10 car and three car-truck plants. They reported 1990 model-year production of 1,715,934 units, 51.55 percent above the 1,132,247 produced in the 1989 model year.

The second-highest-volume transplant factory was the Flat Rock, Mich., plant of Mazda Motor Manufacturing (USA) Corp. It produced 232,382 cars with the 626 added to the model mix alongside the MX-6 and Ford Probe.

Third-highest transplant output came from Nissan Motor Manufacturing Co. U.S.A. in Smyrna, Tenn. The plant assembled 227,015 Sentras and pickups.

Only one Big 3 plant — Chrysler's Jefferson Ave. plant in Detroit — was shuttered during the 1990 model year, leaving 73 assembly plants in operation in the United States and Canada. During the 1989 model year, one Chrysler plant and three GM plants ceased production.

GM has 31 assembly plants in the United States and Canada — 18 producing automobiles, and 11 producing trucks and two turning out both cars and trucks.

The company switched production at the Tarrytown, N.Y., facility from Buick Century and Pontiac 6000 to the new plastic-bodied minivans for Chevrolet, Oldsmobile and Pontiac.

Ford Motor Co. has 18 assembly plants; nine build cars, eight build trucks, and one builds cars and trucks.

Production of the Bronco II was replaced by the new Ford Explorer at Louisville, Ky.; output began Feb. 15. Ford also produces the Mazda Navajo at Louisville. The Navajo is an Explorer two-door which Ford builds for Mazda.

The company retooled its Edison, N.J., plant to assemble the 1991 Ranger pickup at the facility, which formerly produced Escort.

Chrysler operates five car plants and six truck plants.

Chrysler transferred all Omni and Horizon production to its Detroit Jefferson Avenue plant early in the 1989 model year when it closed the Kenosha, Wis., plant. Chrysler dropped Omni and Horizon and closed the Detroit plant in February 1990.

Joining the manufacturers in the 1991 model year is Saturn Corp. in Spring Hill, Tenn. The plant is producing subcompact coupes and sedans.

Diamond-Star Motors has added two models to its lineup for the 1991 model year: The Eagle Summit and the Mitsubishi Mirage have joined the Chrysler/Mitsubishi joint venture.

1990 U.S. MODEL YEAR PRODUCTION BY STATE

State	Car	Truck	Total
Michigan	1,841,657	747,587	2,589,244
Ohio	837,926	565,464	1,403,390
Missouri	489,630	582,033	1,071,663
Illinois	600,472	—	600,472
Kentucky	234,911	277,691	512,602
Georgia	401,045	—	401,045
Delaware	396,374	—	396,374
Indiana	11,849	251,073	262,922
California	249,809	—	249,809
Oklahoma	237,124	—	237,124
New Jersey	233,271	—	233,271
Wisconsin	213,136	15,843	228,979
Tennessee	98,674	128,341	227,015
Minnesota	—	173,925	173,925
Maryland	—	170,055	170,055
Virginia	—	156,793	156,793
New York	—	147,972	147,972
Kansas	128,073	—	128,073
Texas	86,276	—	86,276
Louisiana	—	63,135	63,135
TOTALS	6,060,227	3,279,912	9,340,139

SOURCE: Automotive News

1990 CANADIAN MODEL YEAR PRODUCTION BY PROVINCE

Province	Car	Truck	Total
Ontario	983,716	874,483	1,858,199
Quebec	22,530	—	22,530
Nova Scotia	8,271	—	8,271
TOTALS	1,014,517	874,483	1,889,000

SOURCE: Automotive News

TOP 10 PLANTS BY PRODUCTION, NORTH AMERICA

Marysville, Ohio	Honda	358,449
Oshawa, Ontario	GM	335,562
Pontiac, Mich.	GM	284,154
Windsor, Ontario	Chrysler	274,611
Lordstown, Ohio	GM	241,747
Lake Orion, Mich.	GM	238,984
Oklahoma City	GM	237,124
Wixom, Mich.	Ford	233,730
Fort Wayne, Ind.	GM	233,673
Flint, Mich. (Buick City)	GM	232,939

Subaru includes '91 models in incentive plans

Subaru of America announced new buyer and dealer incentives last week.

Buyer rebates on 1991 Loyales are: front-wheel-drive sedan, manual transmission, $500; fwd, automatic transmission, $1,050; fwd wagon, manual and automatic transmission; $500; and four-wheel-drive wagon, manual and automatic transmission, $300.

Payments to dealers are $2,000 on 1989-91 XT and $500 on 1990-91 Justy models. Also, depending on performance against quotas, dealers earn $900 to $1,400 on 1991 Legacys; $1,500 to $2,000 on 1990 Legacys and $800 to $1,500 on 1990 Loyales. Subaru's program began Nov. 3 and expires Jan. 3, 1991.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$500-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$300-3,000	12/16
Plymouth	$400-500	12/16
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac	$1,500	12/12
Chevrolet Geo	$500-1,250	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$1,500-2,500	12/12
Pontiac	$500-1,000	12/12
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac Brougham	$1,500	12/12
Chevrolet Geo	$500-800	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$500-1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$500-1,500	12/12
Pontiac	$500-750	12/12
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai (1990)	$500-1,250	12/3
Subaru (1990)		
Loyale	$300-1,050	1/3

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Chrysler workers ratify CAW pact

TORONTO — Chrysler Canada workers have overwhelmingly ratified a contract with the Canadian Auto Workers union.

About 95 percent of the voting members approved the deal, which closely resembles earlier pattern agreements worked out with Ford of Canada and General Motors of Canada.

The Chrysler deal calls for hourly wages to rise an average of 6.4 percent annually during the three-year contract, going from $17.81 ($15.27 U.S.) to $21.41 ($18.35 U.S.). The rate for skilled tradesman will go to $25.41 ($21.78 U.S.) from $20.68 ($17.73 U.S.).

— Alex Law

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Hyundai (1990)	$150-500, quota	12/3
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-1,400, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Suzuki (1991)		
Swift	$500-1,000, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

CLEAN AIR

FROM PAGE 2

80,000-mile warranty, up from five years/50,000 miles.

- A second tier of doubly stringent tailpipe standards, which, according to the EPA, would cost an additional $500 per vehicle, would take effect in the 2003 model year if the EPA deems it necessary.
- The industry would be required to manufacture cars and light trucks that run on cleaner fuels — such as better reformulated gasoline or alternative fuels such as methanol — beginning in the 1996 model year. The pilot program in California mandates 150,000 clean vehicles annually until 2001 when the sales mandate jumps to 300,000 vehicles annually.
- A program for fleets with 10 or more cars that obtain fuel from a central source begins in the 1998 model year. In the 24 smoggiest cities, these fleet cars will have to run 80 percent cleaner; trucks must be 50 percent cleaner. But the program can be delayed for three years if the California program has not produced cars clean enough to meet the standards.
- Cannisters that capture fumes during refueling could be required if a U.S. Department of Transportation study finds them safe. Automobiles would also be required to have gauges that indicate if pollution equipment is not working.
- Cleaner fuels must be sold in nine metropolitan areas because of smog problems: Los Angeles, Houston, New York, Milwaukee, Baltimore, Philadelphia, San Diego, Chicago and Hartford, Conn.
- Factories must install so-called "maximum achievable control technology" to lower the emissions of 189 toxic chemicals by 90 percent by 2003. Paint shops would be the most effected because the compounds they emit would be classified as cancerous and toxic.

EPA could require further control of these toxics to provide an additional margin of safety by 2008 if it determines there is still a risk of cancer. Additional standards will be imposed in 2008.

ROBBINS

FROM PAGE 2

McCann-Erickson Detroit, and the regional television account supporting dealers, which had been at The Competitive Edge.

Robbins, who heads the fifth largest of McCann-Erickson's 17 agencies, reports to John Dooner, president of McCann-Erickson North America in New York.

Under the new partnership, GMC Truck and McCann-Erickson/SAS will integrate strategies at the planning stage. Robbins will attend staff meetings conducted by John Rock, GMC Truck general manager.

Marianne Fey, director of client services for the agency, and Jan Leon Woznick, director of marketing services, will attend meetings conducted by Ray Rota, GMC Truck general sales manager.

In turn, Rock and his staff will sit in on executive committee meetings at McCann-Erickson/SAS.

Fey was president of The Competitive Edge, and Woznick was director of marketing at McCann-Erickson Detroit.

According to some industry observers, the new agency is the result of GMC Truck's unhappiness with recent offerings from McCann-Erickson Detroit.

Dooner denied that. He said the new entity is "more of an opportunity than a problem." The agency and its hand-picked staff, he said, are the culmination of six months of meetings and negotiations between McCann-Erickson and GMC Truck. He said the idea is to create a more focused communications resource and then direct all energy toward that resource.

"Everybody is a winner," he said. "She (Robbins) gets to manage a company; GM gets an opportunity to have its employee get new and broader experience; and we get her expertise," said Dooner. "The biggest winner is GMC Truck. They have all the best talent in Detroit working for them. It will be one the more powerful agencies in Detroit."

Chevrolet and GMC Truck dealers were notified last week that Robbins was being transferred to "GM personnel services" for a "special assignment."

Larry Carter, a Las Vegas GMC Truck dealer and Chevrolet and GMC line group chairman for the American Truck Dealers Division of the National Automobile Dealers Association, said, "I think Candace is a sharp young lady" and that her new assignment will be beneficial for GMC Truck dealers.

Robbins said she is excited about the move and that it "opens the door for all sorts of things" at GM and McCann-Erickson.

TOYOTA

FROM PAGE 2

and educating, local American suppliers.

"The pressure is very intense," said Kevin Sweasy, assistant production control manager. Ichikoh hopes to hit 50 percent local content by December, Sweasy said, but "finding good suppliers is difficult."

Sweasy said the company is trying to help suppliers improve efficiency. But, he said, there is "a lot of resistance" to learning new production systems.

According to a Toyota spokesman, the North American suppliers' group represented 4 to 5 percent of the company's total purchasing needs. But many representatives said they expected an increase in business.

Bendix-Jidosha Kiki Corp., a joint venture that produces brake boosters, provides about 1.4 million units a year to Japanese transplants in the United States, said President Thomas Reigle. In addition, he said, the company exports 36,000 units a year to Toyota for use in pickup trucks.

"It takes five to seven years to actually get into production," said L. Alan Winslow, vice president of Asia-Pacific for Bendix Automotive Systems. "A couple of years to establish relations with Toyota's engineers, a couple of years to establish your product and a couple of years to get it into the product cycle."

For Carborundum Co., a maker of ceramic insulation products, it took three years to wind up with 2 percent of Toyota's total potential business, according to J. Glenn Wrap, automotive market manager.

COMING EVENTS

General

Nov. 12-14 — Supplier Quality Enhancement, Management Institute, Lowell Hall, Madison, Wis., (800) 362-3020 ext. 2-8890 or (800) 262-6243

Nov. 14-18 — U.S. Pavilion at the Korean Automotive Parts and Accessories Show, U.S. Department of Commerce, Seoul, South Korea, (202) 377-5479

Nov. 27-28 — NADA/ATD Service Absorption Seminar, Ramada Renaissance Hotel, Atlanta, (703) 821-7121

Dec. 4-5 — NADA Service Management Seminar, Stouffer Concourse Hotel, Los Angeles, (703) 821-7121

Dec. 6-7 — NADA Parts Management Seminar, Stouffer Concourse Hotel, Los Angeles, (703) 821-7121

1991

Jan. 18-20 — Automotive Engine Rebuilders Association Midyear Management Institute, Alexis Park Resort, Las Vegas, (708) 541-6550

Feb. 5-7 — Pacific Automotive Aftermarket Show, Pacific Automotive Parts, Anaheim, Calif., (818) 376-0014

Feb. 18-21 — Composites Institute Conference and Expo '91, Society of the Plastics Industry, Convention Center, Washington, (212) 351-5410

Dealer conventions

Nov. 11-13 — Minnesota Automobile Dealers Association, Radisson South Hotel, Bloomington, Minn., (612) 291-2400 or (800) 652-9029

1991

Feb. 9-12 — NADA Convention and Exposition, Atlanta Marriott Marquis, Atlanta, (703) 821-7143

Auto shows

Nov. 7-11 — Greater Sacramento International Auto Show, California Expostion and State Fair Grounds, Sacramento, Calif., (617) 536-8152

Nov. 7-11 — Seattle International Auto Show, Kingdome, Seattle, (206) 623-2034

Nov. 9-11 — Auto Expo '91 — New Haven's International New Car Show, New Haven Veterans Memorial Coliseum, New Haven, Conn., (516) 368-8000

Nov. 9-12 — Rhode Island Auto Show, Providence Civic Center, Providence, R.I., (401) 732-6870

Nov. 16-18 — Jacksonville International Auto Show, Jacksonville Convention Center, Jacksonville, Fla., (617) 536-8152

Nov. 16-18 — Connecticut International Auto Show, Hartford Civic Center, Hartford, Conn., (203) 246-6566

Nov. 21-25 — Central Florida International Auto Show, Orange County Convention/Civic Center, Orlando, Fla., (407) 352-3420

Nov. 21-25 — Long Beach International Auto Show, Long Beach Convention Center, Long Beach, Calif., (213) 301-9019

Nov. 28-Dec. 2 — Florida International New Car Show, Tampa Convention Center, Tampa, Fla., (813) 932-7015, (813) 734-4336 or (813) 867-4586

Dec. 1-3 — Caribbean Auto Show, Roberto Clemente Coliseum, San Juan, Puerto Rico, (809) 724-1530

Dec. 26-Jan. 1 — Indianapolis Auto Show, Hoosier Dome and Inianapolis Convention Center, Indianapolis, (317) 266-8455

Dec. 26-Jan. 1 — National Capital Area International Auto Show, Washington Convention Center, Washington, (301) 670-1116

1991

Jan. 3-6 — Auto Expo '90 — Northern New Jersey's International New Car Show, Meadowlands Convention Center, Secaucus, N.J., (516) 368-8000

Jan. 4-6 — Greater New Orleans International Auto Show Sale, New Orleans Convention Center, New Orleans, (504) 831-8863

Jan. 5-13 — Delaware Valley's Philadelphia International Auto Show, Philadelphia Convention Center, Philadelphia, (215) 985-0012

Jan. 5-13 — Greater Los Angeles Auto Show, Los Angeles Convention Center, Los Angeles, (213) 444-5965

Jan. 9-13 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Jan. 10-13 — Utah International Auto Show, Salt Palace, Salt Lake City, (801) 484-8845

Jan. 10-20 — Montreal International Auto Show Ltd., Olympic Stadium, Montreal, (514) 331-6571

SATURN

FROM PAGE 3

until late this month."

He said the company had started with mass production of sedans only because of expectations that it will constitute two-thirds of Saturn sales. Production has been slower than desired for all models, he added, but factory output is increasing steadily.

He also said that automatic transmissions are in short supply because "late design changes" forced the company to begin production later than planned.

"Those changes have been taken care of, and we should be getting a lot more automatics out in the next few weeks," he said.

The vehicle shortage could be exacerbated as more dealerships come on line in the next eight weeks. Saturn expects to have 60 stores open by year-end, and 105 in business by next spring.

Dealers scrambled the first week to handle floor traffic. Saturn of Irvine, Texas, quickly increased its sales staff from six to eight after being overwhelmed by customers, said dealer David McDavid.

Chattanooga, Tenn., dealer Nelson Bowers II promised to bring in a barber and a dentist and pick up laundry for sales personnel working overtime.

At Saturn of Burlingame, Calif., General Manager Tony Venti said his store was still under construction when the onslaught began.

"We should have waited to open until the building was completed, but Saturn announced Oct. 25 as the date, and the (Saturn service) 800-number said we'd be open, so we were," Venti said.

Customers appeared undaunted last week. Bowers said 600 people passed through his dealership on the first Saturday, 200 of whom were on site at 9:30 that evening. Gary Porter, manager of Saturn of Charlotte, N.C., said that about 200 people a day have been passing through that store.

Company officials announced last month that factory production will increase slower than planned to ensure product quality. The decision meant that fewer cars were delivered to dealers, and only a few sports coupes were available. Most dealers said Saturn had provided them with only one coupe — and Saturn had retained the title to it to prevent its sale.

Despite the lack of inventory, dealers seemed to support the production decision.

"I'd rather have a few perfect ones than lots of bad ones," said Randy McCallister, sales manager for Saturn of Orlando, Fla.

Saturn started its sales effort with 250 to 300 cars. Dealers received new shipments late last week — as many as 20-40 units, and as few as two or three.

John B.T. Campbell III, president and chief operating officer of Campbell Automotive Group, said his Saturn of Santa Ana, Calif., had sold eight cars from his inventory of 14, but had taken deposits from another 58 customers.

"My experience has shown that prospects will stay out of the market two to four weeks for the car they want," Campbell said. "If we can fill most of the orders by the beginning of December, we'll be OK, but it's unclear whether the cars will arrive that fast."

Saturn officials have predicted from the beginning that about 65 percent of first-year sales will come from outside General Motors, with most of the business coming from current import owners.

The dealers said the numbers were difficult to determine last week. Most said many sales came from customers who bought without trading in anything. Of those who did trade, about half traded imports and half domestics, several dealers said.

Jerry Hodge, owner of Saturn of Knoxville, Tenn., noted that his first three trade-ins were GM products. "I don't think that's what the company wanted, but we'll take them," he said.

Most dealers reported a wide range of trade-ins that defied explanation. At least four Jaguars, two Mercedes-Benz and a Lexus model were swapped for Saturns, a line with a base sticker price of $7,995. Sales personnel said that parking lots were filled with a wide spectrum of vehicles, from Hyundais to Cadillacs.

Dealers also reported being surprised by a large number of older shoppers. Saturn initially projected reaching a market of mostly 18-to-49-year-olds. "We saw a lot of older customers come in," Chattanooga's Bowers said. "My first thought was, 'Saturn has missed their market.' But it's really too early to tell about these things."

Automotive News Staff Reporters Kristine Stiven Breese in Los Angeles and Jim Henry in New York plus Special Correspondent Greg Bowens in Detroit contributed to this report.

PRODUCTION

U.S. CAR

	Week Ended Nov. 3, 1990	Week Ended Oct. 27, 1990	Oct. Est.	Jan. 1 to Nov. 3, 1990	Jan. 1 to Nov. 4, 1989
Horizon	0	0	0	4,327	26,471
Sundance	2,400	2,463	11,217	76,764	87,724
Acclaim	3,100	3,996	16,070	100,635	108,687
Total Plymouth	**5,500**	**6,459**	**27,287**	**181,726**	**224,882**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,900	0	4,785	44,740	85,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	636	2,874	33,014	68,953
Fifth Avenue	1,000	1,092	4,916	30,876	21,583
Imperial	400	443	2,039	16,507	2,003
Total Chrysler	**3,888**	**2,171**	**14,614**	**133,208**	**181,284**
Omni	0	0	0	4,078	30,375
Daytona	600	0	3,133	29,745	66,925
Shadow	2,300	2,315	10,789	84,370	86,341
Dynasty	2,700	2,789	12,633	101,954	112,409
Lancer	0	0	0	0	1,528
Spirit	2,500	2,916	12,919	89,463	95,177
Total Dodge	**8,100**	**8,020**	**36,474**	**309,610**	**392,758**
CHRYSLER MOTORS	**16,888**	**16,650**	**81,375**	**624,544**	**798,911**
Escort	7,100	10,175	37,968	217,233	301,050
Mustang	3,705	3,745	16,831	117,296	171,977
Tempo	2,253	3,296	10,886	110,848	127,249
Taurus	7,632	7,027	30,952	294,258	308,983
Thunderbird	3,190	3,813	12,024	101,173	122,728
Total Ford Div.	**23,880**	**28,056**	**108,661**	**840,808**	**1,031,987**
Topaz	839	1,104	4,196	41,712	58,216
Cougar	1,370	1,812	7,587	66,516	105,141
Sable	2,211	2,237	10,287	91,029	102,958
Total Mercury	**4,420**	**5,153**	**22,070**	**199,257**	**266,315**
Continental	1,179	1,179	5,458	51,091	55,317
Mark VII	208	209	971	16,724	17,918
Town Car	2,773	2,772	12,854	128,085	105,715
Total Lincoln	**4,160**	**4,160**	**19,283**	**195,900**	**178,950**
Total L-M Div.	**8,580**	**9,313**	**41,353**	**395,157**	**445,265**
FORD MOTOR CO.	**32,480**	**37,369**	**150,034**	**1,235,965**	**1,477,252**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,250	2,427	10,987	80,496	55,579
Century	2,128	2,184	8,040	59,872	109,325
Riviera	587	568	2,547	19,426	17,151
Electra/Park Ave.	3,065	2,946	13,074	54,238	68,688
LeSabre (fwd)	3,946	3,763	17,186	140,080	131,956
LeSabre (rwd)	0	0	0	4,022	6,533
Reatta	0	0	0	5,277	5,426
Total Buick	**11,996**	**11,888**	**51,834**	**363,419**	**401,571**
Eldorado	493	473	2,384	18,466	25,531
Seville	784	789	3,103	29,881	19,183
Brougham (rwd)	147	0	2,306	25,778	47,212
DeVille (fwd)	4,345	4,364	19,750	142,515	157,776
Allante	89	89	409	3,292	2,682
Total Cadillac	**5,858**	**5,895**	**27,953**	**219,932**	**252,384**
Cavalier	10,044	9,937	43,976	301,370	310,937
Camaro	2,183	2,111	9,589	66,836	87,231
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	6,226	26,414	246,546	316,387
Caprice	2,400	0	1,440	184,268	146,140
Corvette	560	560	2,616	20,542	21,571
Total Chevrolet	**21,347**	**18,834**	**86,035**	**819,562**	**952,986**
Calais	2,340	3,101	11,616	89,864	76,783
Cutlass Ciera	1,513	1,506	5,041	61,175	73,535
Cutlass Supreme	2,070	2,100	9,829	81,645	99,597
Toronado	384	359	1,609	13,484	8,071
88 (fwd)	2,151	2,429	11,224	90,177	123,279
88 (rwd)	0	0	0	1,223	6,661
98	800	721	3,095	38,099	62,011
Total Oldsmobile	**9,258**	**10,216**	**42,414**	**375,867**	**449,937**
Sunbird	4,000	3,669	17,555	140,502	127,823
Grand Am	5,400	5,412	25,634	187,918	204,695
Firebird	1,068	1,171	5,164	38,911	49,495
Grand Prix	3,180	3,177	14,570	106,638	111,055
Pontiac 6000	1,303	1,289	4,709	48,330	68,481
Bonneville	1,785	1,384	6,952	67,613	80,962
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**16,736**	**16,102**	**74,584**	**589,912**	**645,202**
Total Saturn	**158**	**158**	**898**	**2,325**	**0**
GENERAL MOTORS	**85,345**	**82,885**	**293,589**	**2,378,817**	**2,782,898**
DIAMOND-STAR	**3,398**	**3,947**	**16,886**	**129,295**	**71,687**
HONDA	**9,244**	**9,199**	**42,561**	**373,746**	**313,412**
Civic	1,500	1,467	7,049	90,607	116,400
Accord	7,744	7,723	35,512	283,139	197,012
MAZDA†	**4,783**	**4,824**	**19,054**	**153,706**	**175,740**
NISSAN	**3,179**	**2,866**	**12,200**	**77,957**	**100,295**
NUMMI	**4,200**	**4,224**	**20,363**	**172,888**	**160,139**
Corolla	2,100	2,091	10,161	86,971	68,993
Geo Prizm/Nova	2,100	2,133	10,222	85,917	100,137
SUBARU-ISUZU	**1,150**	**985**	**4,225**	**26,315**	**0**
TOYOTA	**4,530**	**4,562**	**20,711**	**167,476**	**123,775**
TOTAL CARS, U.S.	**144,889**	**146,702**	**650,950**	**5,352,709**	**5,932,211**
TOTAL CARS, CANADA	**26,872**	**26,891**	**112,496**	**897,851**	**831,862**
U.S., CANADA CARS	**171,761**	**173,593**	**763,447**	**6,249,760**	**6,764,073**
U.S., CANADA CARS AND TRUCKS	**265,079**	**273,867**	**1,209,300**	**10,358,666**	**11,116,724**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe. *Estimated

CANADIAN CAR

	Week Ended Nov. 3, 1990	Week Ended Oct. 27, 1990	Oct. Est.	Jan. 1 to Nov. 3, 1990	Jan. 1 to Nov. 4, 1989
Monaco	0	0	1,330	8,566	0
Premier	0	0	714	10,123	29,812
CHRYSLER MOTORS	**0**	**0**	**2,044**	**18,679**	**29,812**
Tempo	3,767	3,627	11,877	99,133	112,522
Topaz	943	868	3,570	36,306	47,901
Crown Victoria	2,646	2,546	11,625	102,663	100,714
Grand Marquis	3,056	3,044	13,219	96,764	109,327
FORD MOTOR CO.	**10,412**	**10,185**	**40,290**	**334,866**	**370,464**
Celebrity	0	0	0	20,319	20,520
Cutlass Ciera	1,780	1,780	7,905	66,620	104,480
Lumina	5,552	5,925	24,149	169,398	147,300
Regal	2,448	2,241	10,723	84,773	66,874
GENERAL MOTORS	**9,780**	**9,946**	**42,777**	**361,110**	**338,174**
CAMI	**2,200**	**2,240**	**7,420**	**15,100**	**0**
HONDA	**2,150**	**2,210**	**9,000**	**68,464**	**71,515**
HYUNDAI	**800**	**782**	**3,491**	**20,631**	**0**
TOYOTA	**1,350**	**1,463**	**6,018**	**51,426**	**14,023**
VOLVO	**180**	**175**	**700**	**6,785**	**6,874**
TOTAL CARS, CANADA	**26,872**	**26,891**	**112,496**	**897,851**	**831,862**

U.S. TRUCK

Caravan	1,400	1,770	6,757	77,288	91,217
Dakota	1,700	1,807	8,261	63,044	79,721
Caravan C/V	0	0	0	4,171	5,718
Ram pickups	2,100	2,138	10,040	91,090	78,792
Total Dodge	**5,200**	**5,715**	**25,058**	**235,593**	**255,448**
Cherokee	3,900	3,917	14,099	133,326	163,191
Comanche	300	349	1,227	7,804	23,437
Grand Wagoneer	300	0	515	5,894	8,452
Wagoneer	100	114	394	3,379	6,824
Total Jeep	**4,600**	**4,380**	**16,235**	**150,403**	**221,904**
Voyager	1,300	1,254	5,856	71,460	85,379
Town & Country	0	0	0	2,078	3,027
Total C-P Div.	**1,300**	**1,254**	**5,856**	**73,538**	**88,406**
CHRYSLER MOTORS	**11,100**	**11,349**	**47,149**	**459,624**	**565,758**
Aerostar	4,030	3,760	19,949	181,099	191,199
Bronco	971	884	4,128	43,501	61,724
Bronco II/Explorer	6,693	5,555	28,000	174,062	100,850
Navajo	350	292	1,546	6,186	0
Econoline	0	0	7,629	149,510	188,835
Mediums/Heavies	1,146	0	4,175	43,565	49,848
Light trucks	6,330	7,990	41,485	391,910	449,105
Ranger	7,792	6,971	30,845	246,714	268,438
Total Ford Div.	**27,312**	**25,452**	**137,756**	**1,236,547**	**1,307,999**
FORD MOTOR CO.	**27,312**	**25,452**	**137,756**	**1,236,547**	**1,307,999**
Astro	2,800	2,848	13,485	112,288	138,950
Blazer	0	380	713	14,316	23,168
Lumina APV	1,960	1,878	8,600	74,831	0
Mediums/Heavies	380	384	2,085	8,133	6,269
P-Model	585	593	944	18,484	25,196
Pickups	7,635	7,765	35,111	362,619	344,958
S-10	5,720	5,685	23,876	207,370	207,380
S-10 Blazer	3,210	3,141	13,130	71,629	151,807
Sportsvan/Van	1,560	1,546	6,703	53,375	82,329
Suburban	0	1,709	3,342	57,865	64,156
Total Chevrolet	**23,850**	**25,929**	**107,989**	**980,810**	**1,044,213**
Jimmy	0	86	211	4,348	7,046
Mediums/Heavies	526	522	2,367	8,045	10,961
P-Model	66	58	98	2,429	3,401
Pickups	1,885	2,021	9,435	126,847	104,322
S-15/Sonoma	1,356	1,391	5,193	46,006	50,963
S-15 Jimmy	744	813	4,092	23,555	43,433
Safari	987	909	4,323	39,190	37,572
Suburban	0	606	1,258	27,872	26,426
Vandura/Rally Vans	374	388	2,186	19,553	25,491
Total GMC	**5,939**	**6,824**	**29,162**	**297,845**	**309,615**
Silhouette	645	615	2,931	27,822	0
Bravada	80	89	141	260	0
Total Oldsmobile	**725**	**704**	**3,072**	**28,082**	**0**
Pontiac Trans Sport	1,043	1,075	4,866	40,894	0
GENERAL MOTORS	**31,557**	**34,532**	**145,099**	**1,347,644**	**1,353,828**
NAVISTAR	**1,580**	**1,663**	**6,767**	**62,556**	**67,185**
NISSAN	**3,047**	**2,818**	**12,072**	**129,187**	**163,880**
SUBARU-ISUZU	**1,312**	**830**	**4,414**	**28,990**	**0**
AM GENERAL	**450**	**450**	**2,070**	**18,990**	**19,440**
MISCELLANEOUS	**3,000**	**3,000**	**13,000**	**126,000**	**123,000**
TOTAL TRUCKS, U.S.	**79,358**	**80,034**	**388,118**	**3,401,139**	**3,548,900**

CANADIAN TRUCK

Caravan	2,340	2,416	10,221	104,872	124,471
Caravan C/V	120	155	303	5,961	9,861
Ram Wagon	0	280	2,436	19,152	22,163
Ram Van	0	1,652	4,880	50,409	62,911
Total Dodge	**2,460**	**4,503**	**17,840**	**180,394**	**218,406**
Voyager	1,840	2,033	8,330	84,663	107,344
Total Plymouth	**1,840**	**2,033**	**8,330**	**84,663**	**107,344**
Wrangler	1,500	1,513	6,427	50,362	63,513
Total Jeep	**1,500**	**1,513**	**6,427**	**50,362**	**63,513**
CHRYSLER MOTORS	**5,800**	**8,049**	**32,597**	**315,419**	**389,263**
FORD MTR. (L. Vhs.)	**2,230**	**3,030**	**12,000**	**118,885**	**130,139**
Light trucks	3,485	3,458	14,819	144,409	138,074
Vans	0	1,589	4,092	42,632	51,050
Total Chevrolet	**3,485**	**5,047**	**18,911**	**187,241**	**189,124**
Light trucks	1,395	1,632	6,834	54,465	61,566
Vans	0	304	1,074	16,692	23,315
Total GMC	**1,395**	**2,136**	**7,908**	**71,157**	**84,881**
GENERAL MOTORS	**4,880**	**7,183**	**26,819**	**258,398**	**274,005**
CAMI	**1,050**	**1,049**	**4,082**	**9,702**	**0**
NAVISTAR	**0**	**149**	**557**	**7,416**	**9,353**
TOTAL TRKS., CANADA	**13,960**	**19,460**	**78,745**	**787,809**	**811,751**
U.S., CANADA TRKS.	**93,318**	**99,494**	**445,863**	**4,188,938**	**4,352,651**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. *Estimated

Slow sales shut 15 U.S. plants

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. vehicle production will plummet this week with 15 Big 3 assembly plants idle because of slow sales. Three other plants are partially idle.

Automakers scheduled 144,889 units last week, 1.24 percent below the prior week and 0.17 above the year-ago week.

Year-to-date, 5,352,709 cars have been produced, 9.77 percent below the year-ago total.

Last week, U.S. truckmakers scheduled 79,358 units, 0.84 percent below the prior week and 5.05 percent below last year.

The following GM car plants are scheduled to be idle this week and next: Wilmington, Del.; Van Nuys, Calif.; Kansas City, Kan.; and Oklahoma City.

GM truck facilities scheduled to be idle are: Tarrytown, N.Y.; Fort Wayne, Ind.; and Pontiac, Mich. (East).

In addition, the Lordstown, Ohio, truck line is scheduled to go down today for four weeks, and the Detroit-Hamtramck, Mich., Allante line is scheduled to go down today for three weeks.

The Flint, Mich., truck facility is in the midst of four weeks of downtime. It will reopen Nov. 26.

GM also scheduled the Bowling Green, Ky., car facility and the Moraine, Ohio, truck plant to be idle for one week starting today.

Today, GM's Arlington, Texas, car plant drops to one shift until Nov. 19.

Chrysler Corp.'s Grand Wagoneer line in Toledo, Ohio, is scheduled to resume production this week following three weeks of downtime.

Chrysler's St. Louis No. 1 plant remained idle last week and is scheduled to resume production today.

Ford Motor Co. scheduled shifts of overtime at the Louisville, Ky., truck facility last Saturday.

Ford announced several plant closings effective today: the Atlanta, Chicago and Kansas City, Mo., car plants and the Wayne, Mich., truck plant will be down for one week and the Lorain, Ohio, car facility will close for two weeks.

Ford extended downtime at the Norfolk, Va., truck facility for one week. The plant was idle last week and is scheduled to resume production Nov. 12.

Ford's Lorain truck plant is cutting back to a single shift today and is expected to resume full production Nov. 19.

In Canada last week, car production was 2.36 percent above the year-ago week while truck output fell 17.03 percent from the year-ago figure.

NOTE

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Chrysler Corp. eyes Mitsubishi now that Fiat liaison is off

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. will expand its relationship with Mitsubishi Motors following the collapse of talks with Italy's Fiat Auto S.p.A.

Chrysler and Mitsubishi are likely to increase joint product development and production in the United States and possibly in the Far East following Chrysler's failed bid to strengthen its presence in Europe via Fiat.

The talks between Chrysler and Fiat collapsed Nov. 2. Both sides blamed poor global economic conditions for thwarting a deal.

The demise of the Fiat talks imperils Chrysler's planned production of the 1993 Jeep mini sport-utility code-named JJ.

> "Are we still telephoning the dating services? The answer is no. We never really were desperately seeking a spouse."
>
> **Robert Lutz**
> Chrysler

Chrysler Motors President Robert Lutz said the JJ has not been cancelled but that the vehicle is up for review.

"That project was always planned to be executed with a partner," Lutz said. "We will be meeting very soon to review the financials and the feasibility ofdoing it alone. At the present time

see CHRYSLER, page 41

KEN HEINEN

"I must tell you that it was personally disappointing," says NHTSA administrator Jerry Curry about the Jeep CJ probe. "Because with all that smoke, there should have been some fire."

Curry has had it with safety trio

Fruitless Jeep CJ probe was last straw for NHTSA chief

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Consumer auto safety groups have lost credibility with the government's top auto safety official.

Jerry R. Curry, administrator of the National Highway Traffic Safety Administration, is furious with the Center for Auto Safety, Public Citizen and the Institute for Injury Reduction, a trial lawyers' organization.

Curry said NHTSA was misled last January into launching a fourth investigation into Jeep CJ rollovers — the most extensive and costly in the agency's history.

The latest probe cost NHTSA $75,000 and took 2,000 hours, Curry said. It tied up two lawyers, four engineers and computer time and required three trips to Detroit to inspect documents in Chrysler Corp. files. NHTSA went through every CJ accident report, interviewed police officers and talked to state and local safety authorities. "We turned the dogs loose," said Curry.

And in the end, the verdict

see CURRY, page 45

Saturn timetable: expand line to 10 models by '94

And after '95, maybe trucks

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. has ambitious plans to offer 10 models by 1994 and build a company that is truly independent of parent General Motors.

New plant in Saturn's future? Page 43

Already looking beyond its three initial offerings — single-cam and twin-cam sedans and a 2+2 fastback with the twin-cam engine — Saturn aims to add at least two vehicles in each of the next three model years, according to a product plan developed in June, *Automotive News* has learned.

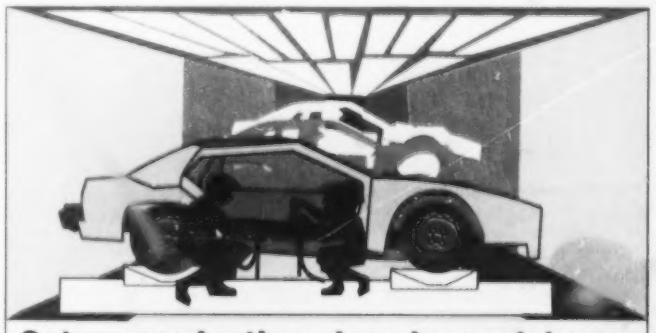
The additional models scheduled to reach full production by 1994 include luxury-sport versions of the existing sedan and 2+2, a 2+2 convertible, two station wagons and a pair of two-door hatchbacks.

There also are tentative plans for light trucks and a second assembly plant by the mid-1990s, according to Saturn dealership officials.

"They (Saturn officials) said they wanted to give us a minivan and a small pickup, but they said they couldn't do that before 1996 because they'd need to build another plant," said a Saturn dealership official who did not want to be identified.

Saturn officials declined to comment on the company's future plans. "We are focused on the launch of Saturn now with our current products," said Bruce MacDonald, vice president of com-

see SATURN, page 43



Saturn production plans by model year

Model*	1991	1992	1993	1994	1995	1996
4-Door I	30,710	78,088	80,828	64,288	73,152	69,741
4-Door II	36,883	69,668	80,150	64,001	73,152	77,203
4-Door SP		7,872	9,234	8,897	14,112	12,915
2+2	31,679	69,137	73,143	78,638	65,088	66,297
2+2 SP		10,176	10,935	10,045	10,368	9,758
2+2 Conv		4,963	9,963	10,906	11,520	8,610
2-Door I			68	54,530	44,928	43,337
2-Door II			68	29,848	24,768	26,117
Wagon I		48	24,057	24,682	25,920	26,117
Wagon II		46	15,309	12,915	16,992	18,655
Total	99,272	240,000	303,750	358,750	360,000	358,750

* The SL and SL1 sedans make up the 4-Door I category, SL2 is 4-Door II and SC is 2+2.

AUTOMOTIVE NEWS / MARTHA GRAFTAN

Volvo stained by monster truck ad flap

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — As its embarrassed officials looked for someone to blame, Volvo Cars of North America tried to put the best face on an advertising fiasco that muddied its reputation for cars "you can believe in."

Volvo President and Chief Executive Officer Joseph Nicolato was expected to finish this week an internal inquiry into how his people oversaw an ad that showed a "monster truck" squashing other cars flat while a Volvo 240 station wagon kept its shape. Volvo dropped the ads Oct. 31 after the Texas attorney general charged that the Volvo 240 had been specially reinforced while the other cars had been weakened.

The disclosure was particularly galling — and potentially damaging — to Volvo, which has until now enjoyed a credible image for safety.

Volvo wants to complete its internal investigation by the end of this week, spokesman Robert Austin said. The company will share its conclusions publicly.

see VOLVO, page 41

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I classic automaker
ar has ambitious plans for the erve its craftsmanship image facilities. Story on Page 3.